

Developing Effective Active Transportation Projects and Programs

Support for Smaller Agencies and Disadvantaged Communities



Module 9: Creating Effective Non-Infrastructure Programs



Effective Non-Infrastructure Programs

- Principles for Effective Programs
- Community-based Interventions
- Employer-based Interventions
- School-based Interventions
- Effective Enforcement Programs

Effective Non-Infrastructure Programs

- Principles for Effective Programs
 - Make it easy to participate
 - Take advantage of peer pressure!
 - Create a culture of active living
 - Develop partnerships with community organizations & residents
 - Cultivate community leaders for long-term program sustainability
 - Make it fun!

Effective Non-Infrastructure Programs

- Community-Based Interventions
 - Bike Light Giveaways
 - Community Education Campaigns
 - Group Bike Rides
 - Walking Clubs
 - Community Walks
 - Walk/Bike Maps
 - Walking/Biking Ambassadors
 - Family Biking
 - Bike Share Systems

Bike Light Giveaways

■ Best Practices

- Do at dusk, in the fall
- Front most important, both best
- Mount them!
- Educate about safety
- Accept donations
- Work with local
- Funding (402 safety grant)
- Give maps

■ Bad practice:

- Prior public announcements



Bicycle light giveaways can be a way to engage the community and improve safety for cyclists:

Best practices:

- Do at dusk, in the fall (easiest to identify those in need; time change gives media a chance to play up the event)
- Front and rear best, front most important in a city, back most important in a rural area
- Mount them!
- Educate about safety! (have a brief talk, have a handout)
- Accept donations
- Work with local police (but have the cruiser's lights off)
- Funding (402 safety grant)
- Give maps

Bad practice:

- Announce the time and location to cyclists ahead of time (you get freeloaders more than those in need)

Community Education Campaigns

- Publicity on:
 - Buses
 - Bus Shelters
 - Billboards
 - Car bumper
 - Others?



It's Up to All of Us / Walk Smart CA

- Campaign of PedSafe Program (California Dept. of Public Health)
- Free and ready-to-use campaign materials



It's Up to All of Us / Walk Smart CA



Smart Phone **Dumb Move**

Eyes Up. Phone Down.



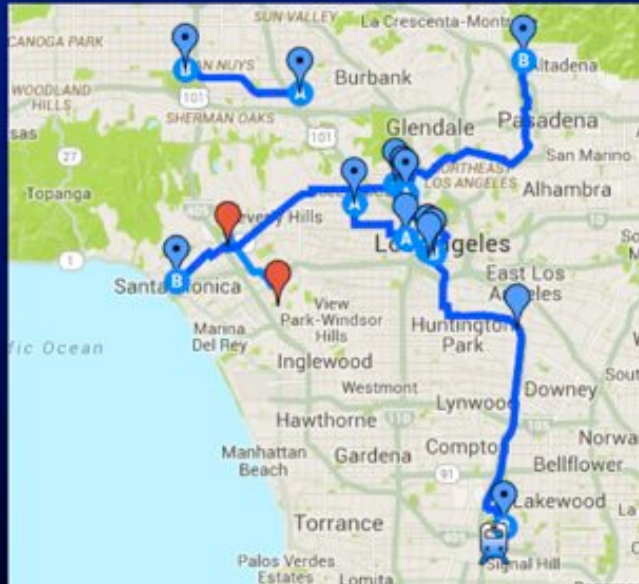
CALIFORNIA OFFICE OF TRAFFIC SAFETY AND
CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

WalkSmartCA.org

It's Up to All of Us / Walk Smart CA



Group Bike Rides



Walking Clubs

- Especially effective for seniors
- Proven strategy for increasing physical activity*:
 - 44% increase in time spent in activity due to social supports
 - 20% increase in frequency of exercise

*Source: CDC Task Force on Community Preventive Services,
<http://www.prevent.org/data/files/initiatives/walkinggroup.pdf>



Community Walks

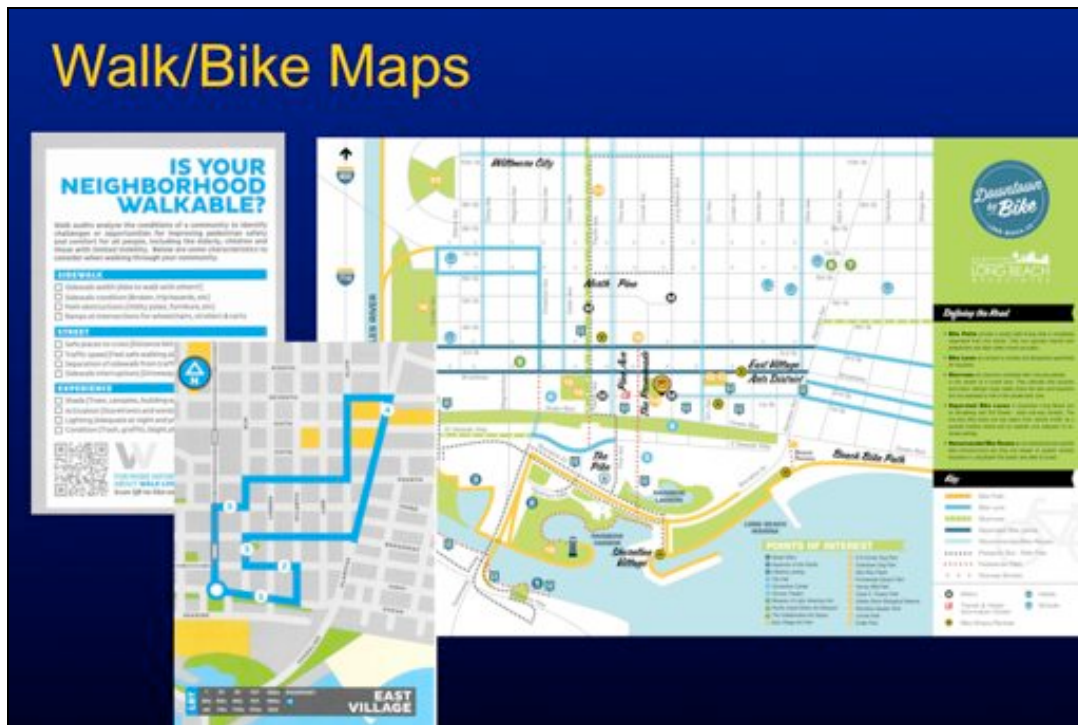
- Celebrate your community



Photo Credits: Walk Bike Glendale



Walk/Bike Maps



Example maps from Long Beach

- On left are Walking Loops from Walk Long Beach/ City Fabrick
 - Small post card size
 - Highlights routes with different community destinations/assets along the route
 - On back explains why destinations are important to the community
 - Can be accompanied with short walkability audit checklist
- On right is Downtown Long Beach Association Bike map

Walking/Biking Ambassadors

- Conduct direct community outreach to neighborhood groups and residents (including local businesses, schools, churches, etc.) on walking/biking projects & programs
- Organize and lead fun and educational events



Walking or bicycling Ambassadors are a way cultivate community leaders to help lead education and encouragement events. Can be used as a sustainability strategy once grant funding ends

Family Biking



This is an excellent booklet, in Spanish, English, and Chinese, put out by the San Francisco Bicycle Coalition. Available online at: www.sfbike.org/our-work/youth-family/ It covers a lot of information for parents:

- Biking While Pregnant
- Biking with Babies
- Biking with Toddlers
- Biking to School
- Teaching your Child to Bike
- Bike Gear for Kids

Bike Share Systems



Bike-Share Systems are one of the best ways to promote bicycling, by making it easy to use a bike for exactly the kinds of short trips (1-2 miles that bikes are perfect for).

Effective Non-Infrastructure Programs

- Employer-Based Interventions
 - Commuter Challenges
 - Bike/Walk to Work Day
 - Walking Meetings
 - Bicycle Commuting Tips

Commuter Challenges

- National Bike Challenge
May 1 – September 30
- Bike to Work Month (and Days) in May



Commuter challenges

The National Bike Challenge is an online way to log your miles and compete as an individual and a group for prizes. The system allows you to set up local competitions within the national competition so you can reward people at all levels.

Walk to Work Day

- San Francisco saw pedestrian traffic increased 11% compared to month prior to event



Bicycle Commuting Tips

- Study your route
 - It's probably easier than you think

For example, in some locations Google Maps will show bicycle routes between two points.

Bicycle Commuting Tips

- Consider your clothing
 - Most rides require nothing special
 - Consider partial changes at work
 - Bring a week's worth of business clothes
 - Gloves? Lycra? Sunglasses?
 - Helmet?
 - Reflective clothing?

Bicycle Commuting Tips

- Use the right bike
 - Lights!!!
 - Racks or Baskets
 - Fenders

Bicycle Commuting Tips

- Bike gear?
 - Water bottles?
 - Tire Repair kits?
 - Tools?

Route:

- usually there's a beautiful route. Consider Google Maps

Bicycle Commuting Tips

- Bike gear?
*Nah,
not really.*

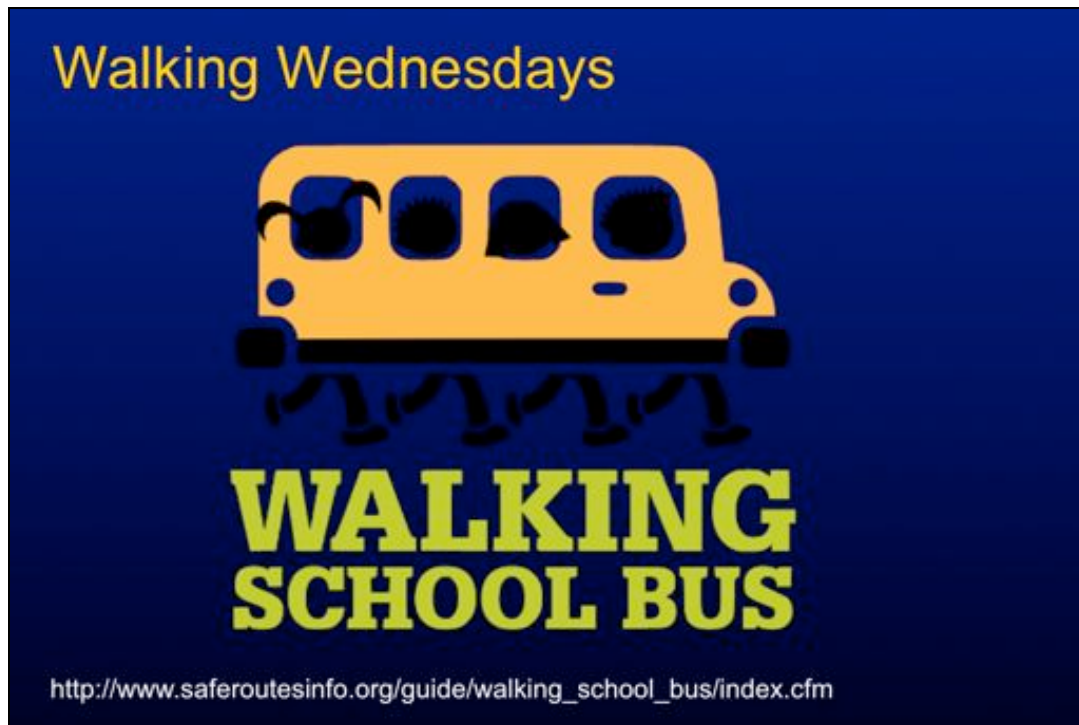


Effective Non-Infrastructure Programs

- School-Based Interventions
(Safe Routes to School)
 - Walk/Bike to School Days & Events
 - Classroom Challenges
 - Remote Drop-Off Zones
 - Traffic Safety Assemblies & Bike Rodeos
 - Student Travel Tallies & Parent Surveys

Walk to School Day





Walking school buses can be an effective way to make parents feel comfortable letting their children walk to school.

A walking school bus is a group of children walking to school with one or more adults. That may sound simple, and that is part of the appeal. It can be as informal as two families taking turns walking their children to school or as structured as a planned route with meeting points, a timetable and a schedule of trained volunteers. A variation on the walking school bus is a bicycle train where a group of children and adult leaders ride together to school.

http://guide.saferoutesinfo.org/walking_school_bus/index.cfm

Remote Drop-off Zones



Remote drop-off programs designate one or more sites within walking distance of a school (typically a $\frac{1}{4}$ or $\frac{1}{2}$ mile) where parents, and sometimes school buses, drop students off in the morning so they can walk the rest of the way. Aside from giving children (and parents) a chance to be more physically active it helps relieve traffic congestion around the school and improves safety for all children arriving at the school.

Traffic Safety Assemblies & Bike Rodeos



Student Travel Tallies & Parent Surveys



- Standardized forms and instructions

- Available in English & Spanish

www.saferoutesinfo.org/data-central/data-collection-forms

Effective Enforcement Programs

- Role of Enforcement
- Focus on Most Dangerous Behaviors
- Leverage the Media
- Enforcement Strategies

Role of Enforcement

- Increase awareness
- Improve behavior
- Reduce traffic safety problems
- Evaluate traffic concerns

- Facilitate culture change through education, not “just handing out tickets”

Focus on Most Dangerous Behaviors

- Driver behaviors
 - Speeding
 - Failure to yield
 - Running lights
 - Passing stopped car (multiple threat)
 - Distracted driving

Focus on Most Dangerous Behaviors

- Bicyclist behaviors
 - Wrong-way riding
 - Sidewalk riding
 - Disobeying signals
 - Distracted biking

Focus on Most Dangerous Behaviors

- Pedestrian behaviors
 - Crossing against a signal with insufficient time
 - Crossing at dangerous places
 - Distracted walking

Leverage the Media

- Key to educating public to change behavior
- Greatly extends reach of enforcement efforts
- Proactive media outreach can involve community members as well as law enforcement



Enforcement Strategies

- Speed trailers and monitors
- Traffic complaint hotline
- Photo enforcement
- Crosswalk enforcement actions
- Progressive ticketing
- Double fines



Questions/Comments?